



## 2015 GROWTH REPORT

# MESSAGE FROM EXECUTIVE DIRECTOR, JAMES FENTON

2015 saw the 17th year of existence for the Gallatin Economic Development Agency (GEDA). Officially established in March of 1999 by forward thinking city leaders to be governed by a five member Board of Directors, its mission was "to ensure Gallatin's prosperity by serving as its catalyst for facilitating progressive and diverse economic development through anticipating, encouraging, managing and embracing viable community growth."

This mission has been embraced not only by the GEDA, but by all departments of the city, as the growth the city has witnessed would not have occurred without proper planning, investment and continued vigilance by every person associated with the city. The planning and investment was reflected in the 33% growth in population between the 2000 and 2010 census that showed us with just over 30,000 residents. Along with that increase was an explosion of retail to serve that growing population. "Gallatin Gets It" became a mantra.

***“Gallatin is,  
as one official  
opined,  
beginning to  
reach its stride.”***

That growth has continued with Gallatin welcoming a surge of newcomers to the area. Estimates now put the number of residents at nearly 34,500; a Special Census is underway to confirm that number. Fueling that growth, and continuing to reflect the planning and investment, has been an unprecedented announcement of jobs and capital investment in our city over the past three years. These announcements, centered largely but not entirely in the industrial sector, have helped Gallatin garner national visibility and accolades many cities across the United States would love to receive.

Robust interest in Gallatin continues, and is expanding in its make-up. The current pipeline includes retail, restaurants, tourist attractions and hotels along with manufacturing, suggesting the expanded focus of the GEDA is bearing fruit for the city.

Everyone should be excited about the success this incredible community is experiencing.

Gallatin is, as one official opined, beginning to reach its stride. To help expose that growth, we have undertaken a Branding Initiative that will accurately reflect all that Gallatin has to offer.



**James Fenton**  
*Executive Director*



twitter.com/@jwfenton



LinkedIn: James Fenton

132 West Main Street • Gallatin, TN 37066  
[www.gallatingetsit.com](http://www.gallatingetsit.com)  
615.451.5940  
[james.fenton@gallatin-tn.gov](mailto:james.fenton@gallatin-tn.gov)



**Rosemary Bates**  
*Special Projects Director*

Rosemary serves as the City's Special Projects Director, managing multiple infrastructure, enhancement, and cost-saving projects. In nine years with the City, she has overseen more than \$60-million in federal and state grants including roads, greenways, and buildings. Her background includes work in business management, television news, and research analyst for the Tennessee State Senate. She also served for several years on the City's Municipal-Regional Planning Commission. In addition to the award-winning City projects she has managed, she also has two permanent exhibits in the Museum of Broadcasting at the Paley Center for Media in New York City.

## MISSION STATEMENT/GOALS

*The mission of the Economic Development Agency shall be to ensure Gallatin's prosperity by serving as its catalyst for progressive and diverse economic development through community growth.*

## GOALS

- Support the vitality and expansion of existing business and industry
- Attract new investment and jobs to Gallatin
- Increase Gallatin's visibility regionally and nationally

## GALLATIN ECONOMIC DEVELOPMENT AGENCY BOARD OF DIRECTORS

**Tom Neal**  
*Retired*

**Jeannie Gregory**  
*Owner/Agent,  
State Farm Insurance*

**Keith Hatley**  
*President & CEO,  
Sumner Bank and Trust*

**Dewayne Scott**  
*President & CEO, SRS, INC.*

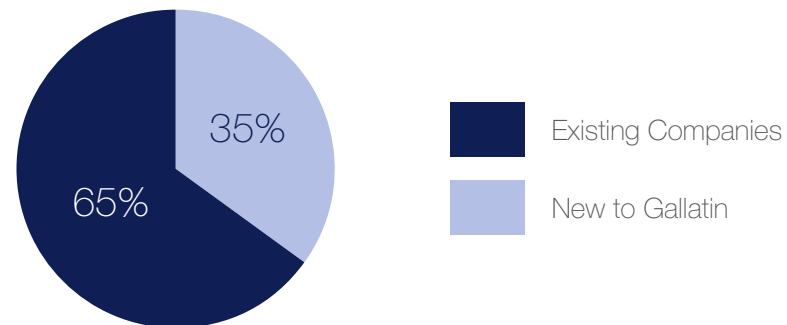


# INDUSTRIAL OVERVIEW

*The Gallatin Economic Development Agency completed a 2015 Wages & Benefit Survey.*



COMPANY		NEW JOBS	ESTIMATED CAPITAL INVESTMENT	DESCRIPTION
GAP, Inc.	Expansion 1	107	\$35,000,000.00	Regional Distribution
PK Tennessee	Re-Opening	30	\$5,000,000.00	Auto Parts Manufacturing
Beretta	New	300	\$45,000,000.00	Firearms Manufacturing
AMI	New	55	\$1,000,000.00	Industrial HVAC
ABC Technologies	Expansion	230	\$25,500,000.00	Tier 1 Automotive
American Colors	New	30	\$3,500,000.00	Industrial Coatings
Sumner Regional	Expansion	105	\$29,000,000.00	Medical Center
Servpro	Expansion	204	\$738,000.00	Cleanup and Restoration Franchises
GAP, Inc.	Expansion 2	600		Regional Distribution
NHC	New	100	\$41,000,000.00	Health Care
TOTALS		1761	\$185,738,000.00	





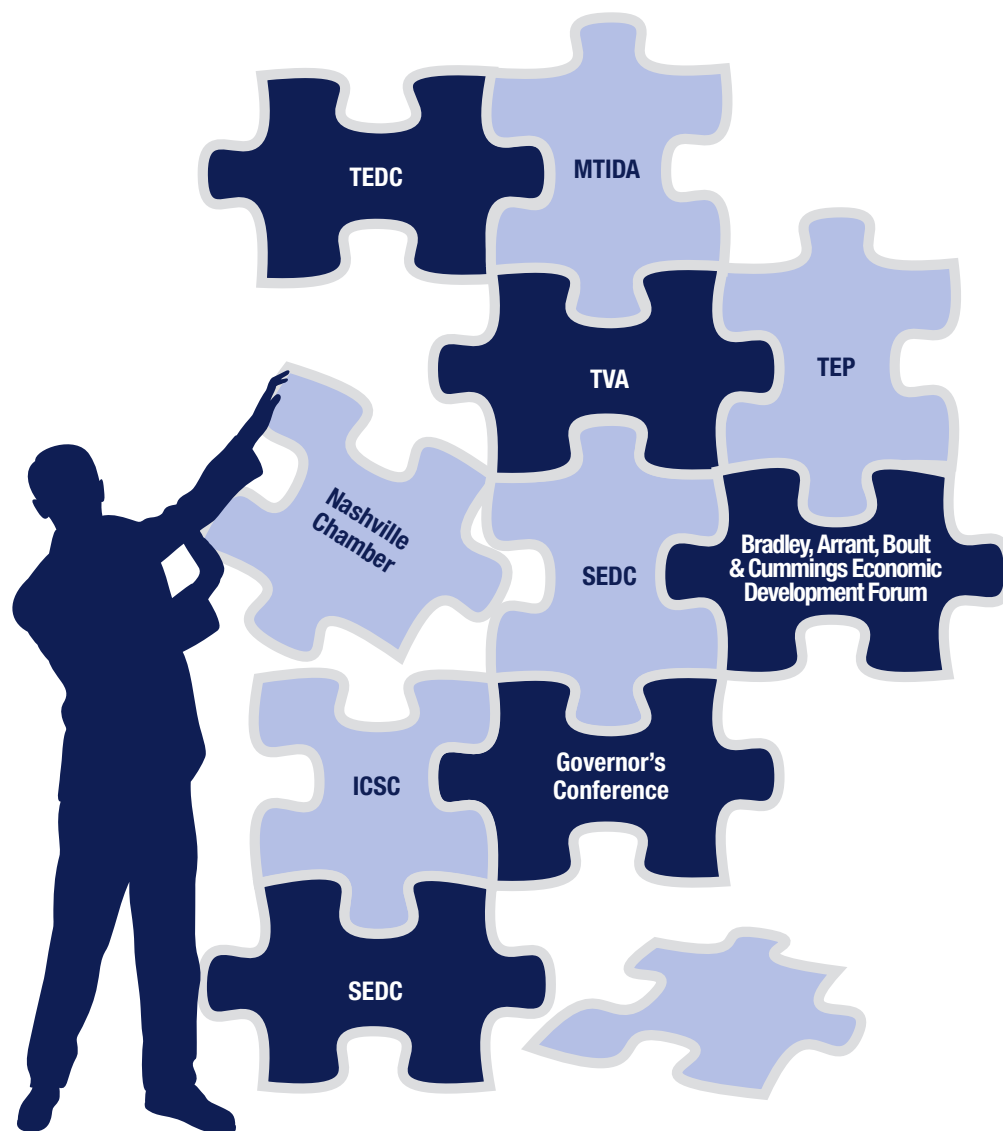


Beretta Research and Development Facility

Photo Credit: Aero Photo, 727.520.8181, [www.aerophoto.com](http://www.aerophoto.com)



# RECRUITMENT OVERVIEW



## CONFERENCES

SEDC Conference  
2015 Savannah  
2014 Memphis

Governor's Conference – 2015, 2014

Bradley, Arrant, Boulton & Cummings Economic  
Development Forum – 2015, 2014

TVA Economic Developer's Forum – 2015, 2014

TEDC – 2015, 2014

## BROKERS/CONSULTANT

International Council of Shopping Centers (ICSC)  
2015, 2014

Tennessee Economic Partnership (TEP) –  
Dallas – 2015  
Atlanta, 2015, 2014  
Chicago, 2015, 2014

Nashville Chamber – 2015, San Francisco

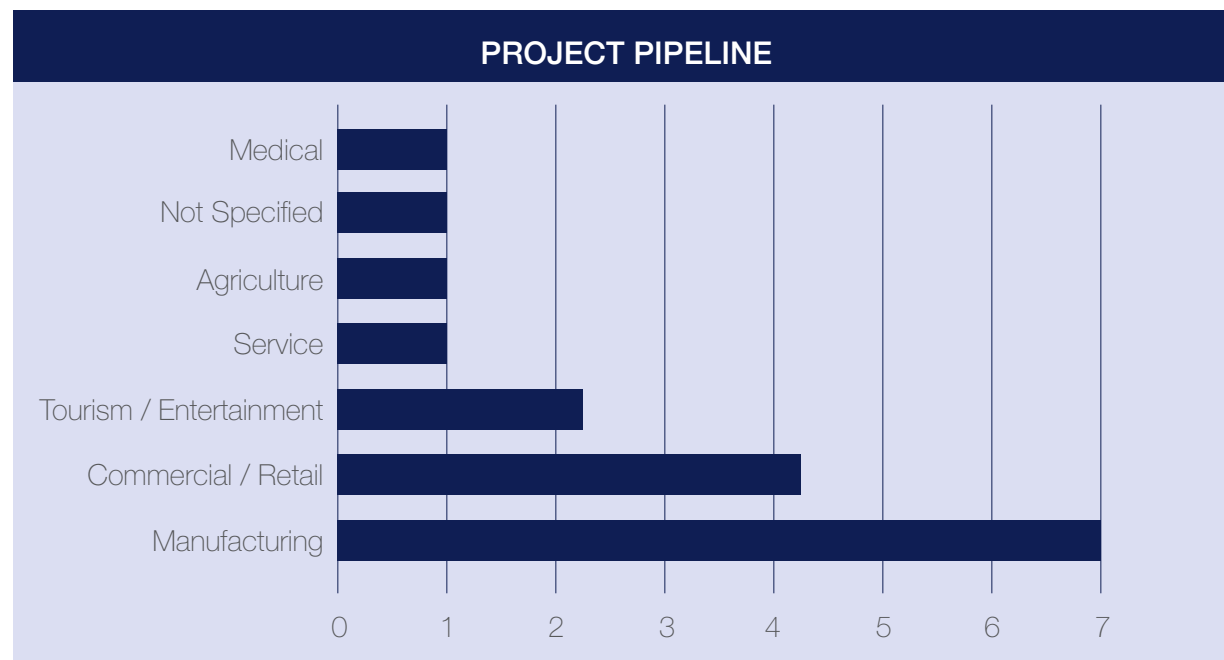
SEDC – Meet the Consultants  
2015 – Chicago  
2015 – Dallas

MTIDA 2015, 2014





*The Gallatin Economic Development Agency held its first Manufacturing Day Breakfast in 2015 in support of National Manufacturing Day. It was an opportunity for us to celebrate our Gallatin Manufacturing Community and the contributions they make to this city.*



***Gallatin Industrial Center Phase II Site is among only a few industrial sites in Middle Tennessee to be certified as a Select TN Certified Site.***

***For more information visit:***

<http://www.tnecd.com/certified-sites/16/gallatin-industrial-center-phase-ii/>

[http://mtida.org/uploads/default/community\\_profiles/sumner/gallatin.pdf](http://mtida.org/uploads/default/community_profiles/sumner/gallatin.pdf)

**17** TOTAL PROJECTS  
**480** JOBS  
**\$145** CAPITAL INVESTMENT  
 MILLION



# RETAIL REVIEW

## HISTORIC DOWNTOWN

Gallatin's historic downtown has transformed over the last several years, starting with a \$2-million revitalization project that widened sidewalks, created plazas and pedestrian crosswalks, added trees and landscaping, as well as decorative lighting. The City received grant funding for two additional phases for a total of more than \$3-million with federal awards covering 80% of the costs.

Gallatin's downtown now features unique retail stores, restaurants, and a marketplace for local artists to showcase their work.

Every summer, there are free concerts on the square and other events for the entire family. Gallatin's Historic Palace Theater hosts the ballet, movies and other shows.

The City has also completed its greenway that runs along Town Creek, linking the downtown to Triple Creek Park. This is another multi-million-dollar project funded 80% with federal grants.

## BUSINESS IS GROWING

In 2015 alone, the City issued 275 new business licenses. These new ventures range from boutique clothing shops, to one-of-a-kind restaurants, new furniture options, children's shops, health care, and support services.

*"3rd Thursday on Main"*







Palace Theater



Southern Juice Bar



Velvet Antler



Ovation Music Studios



"3rd Thursday on Main"



Tennessee Pour House



Swaney Swift



Govan's Salon & Coffee Cafe







# PARKS AND RECREATION

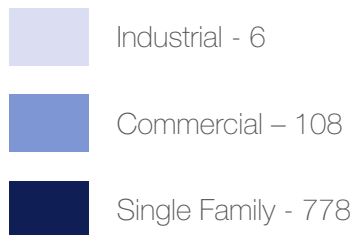
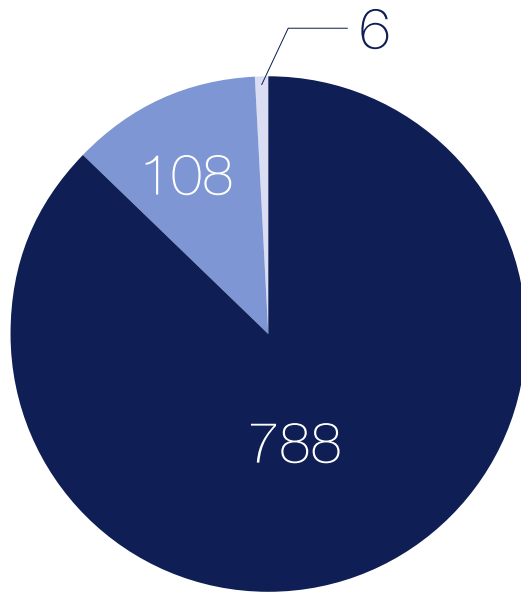
The City of Gallatin invests in amenities for the entire community. With nearly 600 acres of parks, several miles of greenway, a golf course, ball fields, bike trails, civic center, and much more – the city provides activities for every age and interest. The Civic Center alone includes a competition-size pool, sauna, racquetball courts, weight room, fitness classes, a basketball gym, walking track, and meeting rooms. Several areas of the parks can be rented for company parties, 5k races, and other events.





# REAL ESTATE

## 2014-15 NEW STRUCTURES



Source: City of Gallatin Building Department, 2015



Fairvue Plantation



Foxland Harbor



Ford Dealership



Publix Center



VSCC Health Sciences Complex





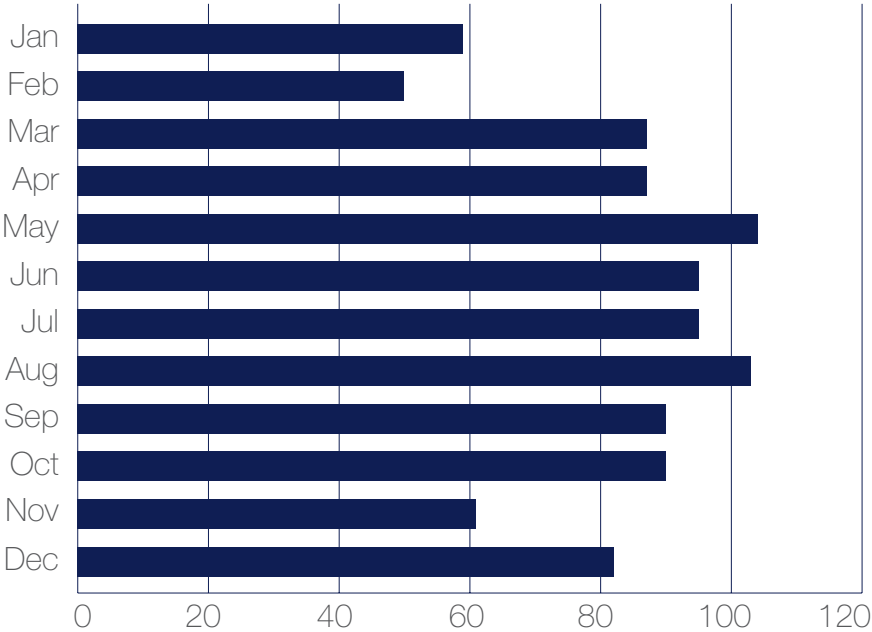
# HOME SALE STATISTICS

## 2014 - 2015 GALLATIN HOUSING MARKET

Source: Sumner County Association Of Realtors

	2015	% INCREASE OVER 2014
Homes sold	1,006	18.21%
Median Price	\$236,600	12.72%
Median Number of days homes are on market	58	
Median Number of closings each month	101.5	

## CLOSINGS IN 2015

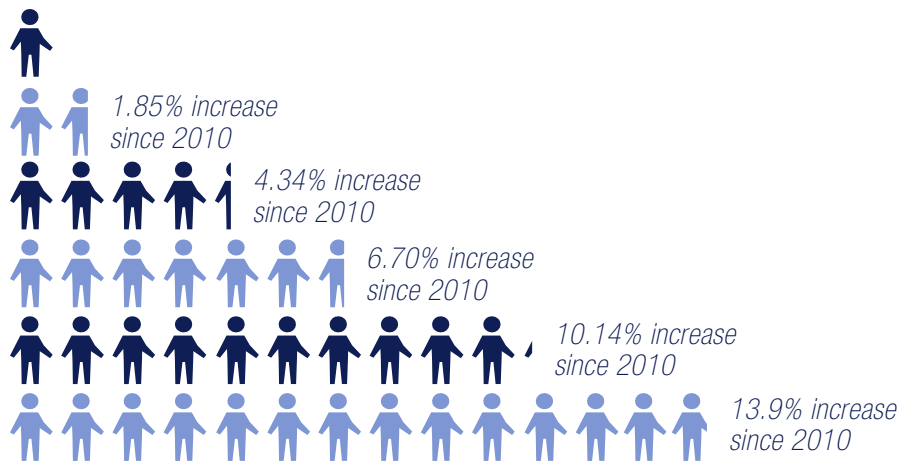


# CITY OF GALLATIN STATISTICS

## POPULATION ESTIMATES

	GALLATIN	SUMNER COUNTY	TENNESSEE	UNITED STATES
2010	30,278	160,645	6,346,278	308,758,165
2011	30,838	163,745	6,356,585	309,346,863
2012	31,592	166,794	6,398,408	311,718,857
2013	32,307	169,818	6,455,469	314,102,623
2014	33,347	172,814	6,469,130	316,427,395
2015	34,487	175,794	6,547,779	318,907,401

Source: U.S. Census Bureau; University of TN Center for Business & Economic Research; City of Gallatin Special Census



Population Growth in the City of Gallatin (2010–2015)



## LOCAL TAX STRUCTURE

	CITY	COUNTY
<b>Property Taxes:</b>		
Rate per \$100 value	\$ 0.99	\$ 2.50
<b>Ratio of Assessment:</b>		
Residential and Farm	25 %	25 %
Commercial/Industrial	40 %	40 %
Personal (Equipment)	30 %	30 %
<b>Bonded Debt</b>	\$20,866,474	\$ 239,461,000
<b>Assessed Valuation</b>	\$1,019,171,772	\$4,162,496,086
<b>School Tax</b>	0 %	0 %
<b>Hotel-Motel Tax</b>	0 %	5.00 %

Source: Tennessee Comptroller of the Treasury, Division of Property Assessments



## STATE TAX STRUCTURE

### Sales Tax

5% tax on food and food ingredients; 7% on all other tangible personal property unless specifically exempted.

### Local Sales Tax Rate

2.25%

### Local & State Sales Tax Collected (FY2015):

\$162,270,312.19

### Income Tax

- **Personal:** 6% on Interest & Dividends
- **Corporate Excise Tax:** 6.5% of Tennessee taxable income
- **Franchise Tax:** .25% of the greater of net worth or real and tangible property in Tennessee. The minimum tax is \$100.
- **Unemployment Tax:** New Employers 2.7% of first \$9,000

Source: Tennessee Department of Revenue



# EDUCATION OVERVIEW

The State of Tennessee has launched education initiatives modeled on programs introduced first by Sumner County Tennessee where Gallatin is the County seat. One of them is The Tennessee Promise – a scholarship and mentoring program providing the opportunity for Tennessee high school, home school, and GED graduates to attend a community college free of tuition and fees. Another Initiative is Tennessee LEAP – Labor Education Alignment Program.

The goal of Tennessee LEAP is to eliminate skills gaps across the state by encouraging collaboration among education and industry utilizing workforce data to identify and then fill skills gaps. A third initiative is Tennessee Reconnect – a program to help adults with some college but no degree. Tennessee Reconnect allows adults to earn a diploma at any of the state's 27 TCATs completely free of tuition and fees.

Sumner County has one of the first TCAT schools – a Tennessee College of Applied Technology – that provides training for specific manufacturing jobs in Sumner County. These all fall under the umbrella of Drive to 55 – a drive to get 55 percent of Tennesseans equipped with a college degree or certificate by the year 2025.

	ACT SCORES 2014-2015	GRADUATION RATES
Sumner County	20.4	91.57%
Tennessee	19.4	87.8%
National	21	81.4%

Source: Sumner County School Board and Tennessee Department of Education 2015







  
**Drive  
to 55**  
ALLIANCE





## SUMNER COUNTY BOARD OF EDUCATION

### Gallatin Schools K-12

- Elementary Schools – 5
- Middle Schools – 3
- High Schools – 2
- Private Schools – 3

### Higher Education (Four Year)

Welch College –  
Opening: September 2016

### Community College

Volunteer State Community College

### Other Higher Education Institutions in Surrounding Area (1,000+ Enrollment)

- Austin Peay State University
- Belmont University
- Lipscomb University
- Middle Tennessee State University
- Tennessee State University
- Tennessee Technological University
- Travecca Nazarene University
- Vanderbilt University
- Cumberland University

### Technology Centers and Community Colleges

- Nashville State Community College
- TN College of Applied Technology, Portland
- TN College of Applied Technology, Hartsville
- TN College of Applied Technology, Nashville
- TN College of Applied Technology, Lebanon

## SUMNER COUNTY SCHOOLS

Ranked **#2** out of 145 school districts for student academic growth

Sumner County had **7** Reward Schools 2014–2015 school year  
selected by the Tennessee Department of Education





# WORK IN GALLATIN

## WORKINGALLATIN.COM

WorkInGallatin.com was created by the Gallatin Economic Development Agency to provide a place for Gallatin's best employers to post available and rewarding opportunities with their companies while providing one-stop access to hundreds of employment opportunities for the job seeker.

Through an integrated plan that includes social media, career fairs, promotional items, television, billboards, radio and print, and our custom-wrapped WorkInGallatin.com vehicle, we are raising awareness of employment opportunities and increasing the workforce in Gallatin.

## www.WorkInGallatin.com

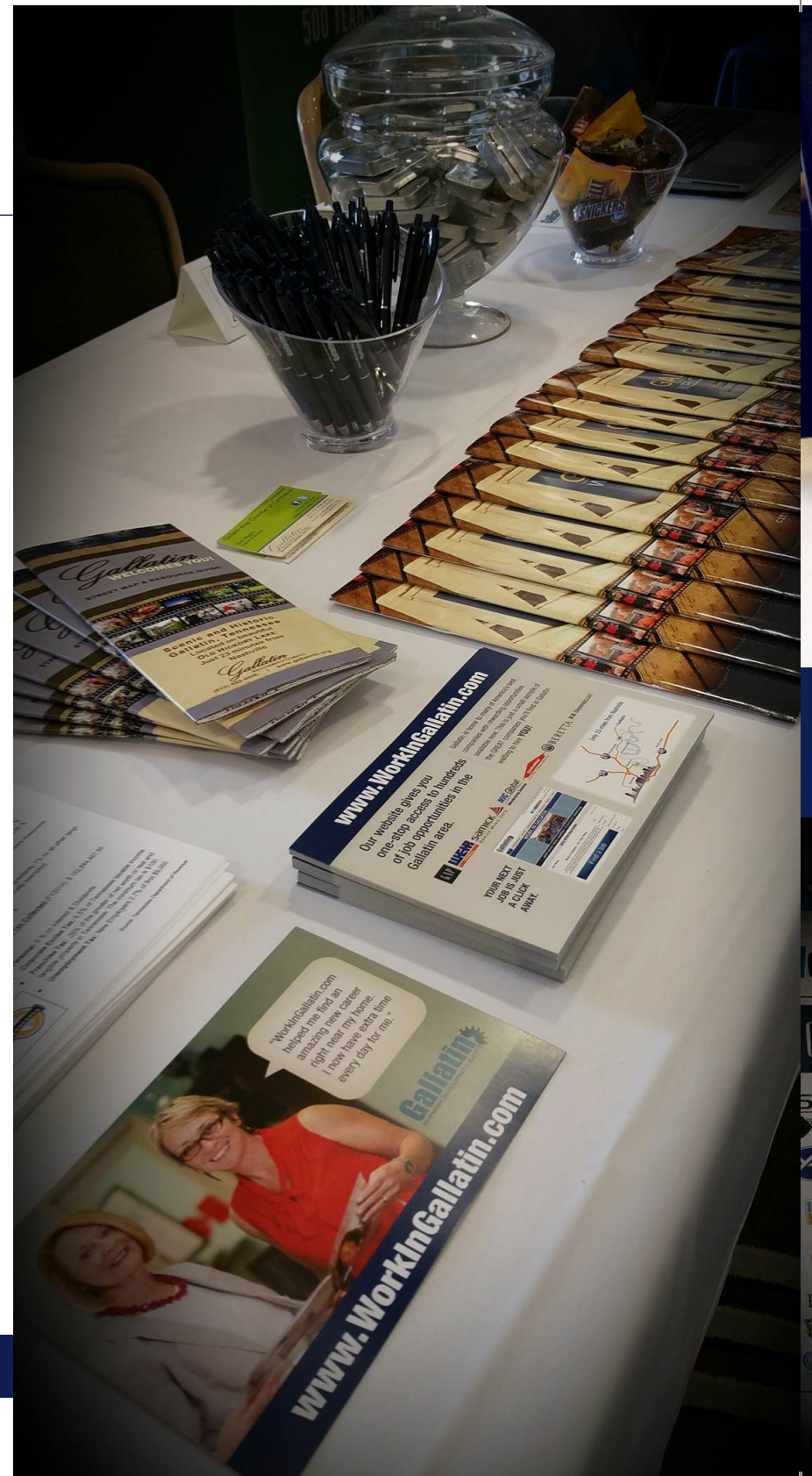
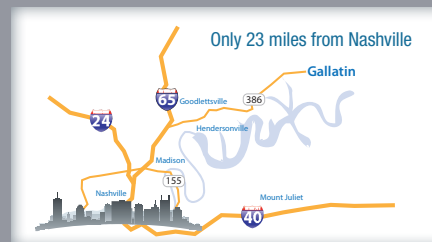
Our website gives you  
one-stop access to hundreds  
of job opportunities in the  
Gallatin area.

Gallatin is home to many of America's best  
companies with rewarding opportunities  
available now. This is just a small sample of  
the GREAT companies you'll find in Gallatin  
waiting to hire **YOU!**

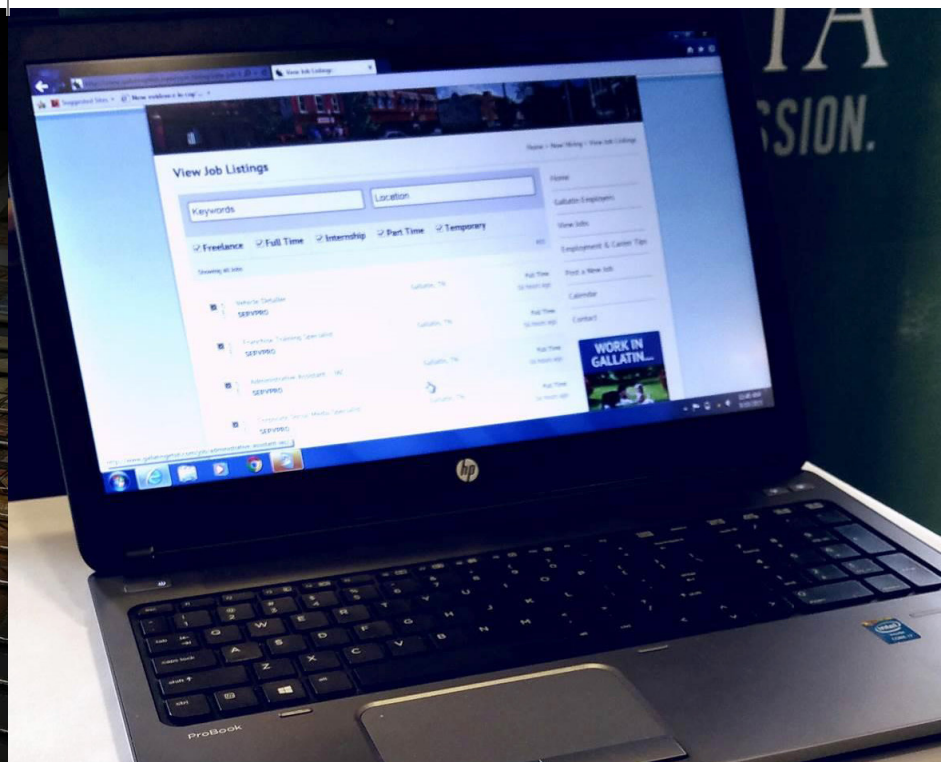


RR DONNELLEY

YOUR NEXT  
JOB IS JUST  
A CLICK  
AWAY.







# OUTREACH • CONNECTION • JOB FAIRS

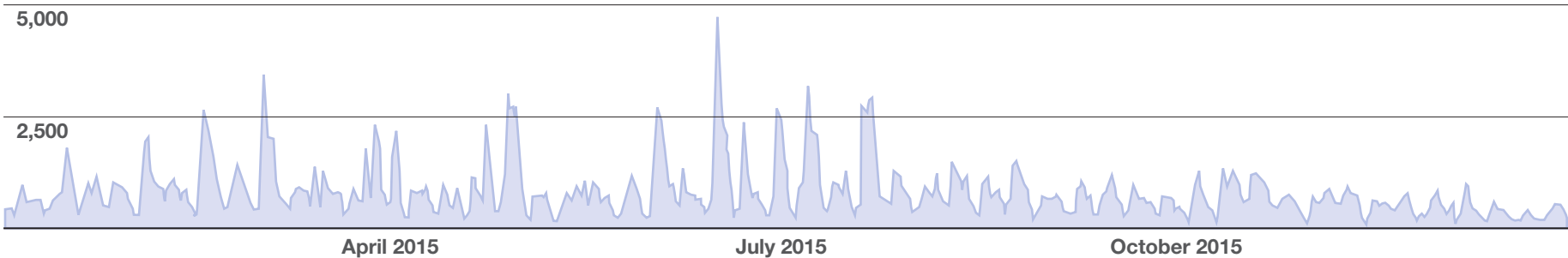




## VISITS TO WWW.GALLATINGETSIT.COM



PAGE VIEWS	UNIQUE PAGE VIEWS	AVERAGE TIME ON PAGE	BOUNCE RATE	% EXIT
290,907	203,436	00:00:59	42.61%	29.11%



Source: Google Analytics

## GALLATIN EXPANSION AND RETENTION

Gallatin Expansion and Retention is a program of the Gallatin Economic Development Agency that responds to the needs of our primary employers while promoting service-based businesses to help ensure their success. We partner together to address concerns as we continue to create the most business friendly environment possible.

**GEAR meets quarterly each year.**





## SPECIAL 2015 CENSUS

Because of Gallatin's appeal, the city has grown considerably since the 2010 U.S. Census. So much so, that the City is conducting a Special Census to be completed and verified by the end of June, 2016. The uncertified count to date puts Gallatin's population at 34,487 – a 13.9% increase in 5 years. The updated population count means up to \$2-million in additional state-shared funding over the next five years. It also increases awareness of Gallatin for more retail, business, and industrial recruitment. The Special Census was conducted internally using city staff, including door-to-door census-taking by the Fire Department.

*Below: Census employees Tamecka Strawther (left), and Mike Clinard (center) are joined by City Councilman Ed Mayberry (right) to open and record census responses.*





# INFRASTRUCTURE

## ROAD PROJECTS

Gallatin has four major road projects reaching the construction phase in the next 18 months.

- ◆ The extension of Albert Gallatin/Hatten Track from N. Water/Dobbins Pike to SR 109 North where there will be an elevated interchange. This road is the state's largest locally-managed road project with a construction estimate exceeding \$30-million with 80% coming from State and Federal funds. The 1.75-mile road will create a northern bypass for the city and open land for business development.
- ◆ The City has also received 100% State and Federal funding from the Tennessee Department of Transportation (TDOT) to widen Airport road to three lanes from Coles Ferry to north of Cairo Road. This 2-part project will allow the Sumner County Regional Airport to add more hangar space. It will also ease traffic flow for the recent expansion of existing industry including ABC Group and Hoeganaes.
- ◆ Another project that will continue to create a retail/residential development corridor is the extension of GreenLea Boulevard, a 5-lane road, from State Route 386 to Long Hollow Pike.
- ◆ TDOT is also nearing the construction phase of State Route 109 North from the new bridge over the Cumberland River to Airport Road. SR 109 North will be widened to 5-lanes. When the entire SR 109 North project is complete, it will create a 4-to-5-lane northern loop around Nashville from I-40/I-840 in Wilson County to I-65 near the Sumner County border with Kentucky.



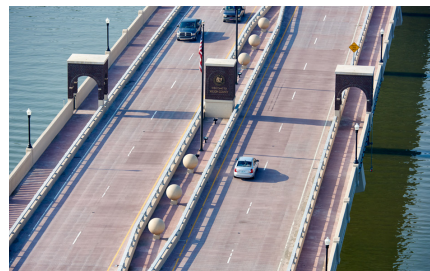












## 109 BRIDGE WINS DESIGN AWARD

*News Release • October 22, 2015*

The State Route 109 Bridge over the Cumberland River received the highest honor in its category from the Tennessee chapter of the American Society of Landscape Architects (ASLA) at the group's recent state conference.

Entries for the awards were judged by the North Carolina chapter of ASLA. Judges cited the work for its "wonderful example of humanizing large-scale infrastructure." The context-sensitive design elements on the bridge – lighting, walking/biking path, decorative railings, brickwork, and center island – were designed by Kimley-Horn.

The 4-lane bridge links Sumner and Wilson Counties. It took more than two years to build and opened in the spring of 2014. The Tennessee Department of Transportation plans to widen State Route 109 from Airport Road in Gallatin to Hwy 70 in Wilson County. The Gallatin section of SR 109 is projected to go out to bid for construction in 2016.

*Photo Credit: Kimley-Horn*





# GROWTH REPORT 2015

## CONTACT US

**James Fenton, Executive Director**

132 West Main Street  
Gallatin, TN 37066

**615.451.5940**

**[James.Fenton@gallatin-tn.gov](mailto:James.Fenton@gallatin-tn.gov)**

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